

## MINUTES ADOPTED BY CITY COUNCIL

Greenville, NC  
March 7, 2005

The Greenville City Council met in a regular meeting on the above date at 6:00 PM in the City Council Chambers, third floor of the Municipal Building, with Mayor Robert D. Parrott presiding. The meeting was called to order, followed by the invocation by Council Member Glover and the pledge of allegiance to the flag. The following were present.

Mayor Robert D. Parrott  
Mayor Pro-Tem Ric Miller  
Council Member Mildred A. Council  
Council Member Ray Craft  
Council Member Pat Dunn  
Council Member Rose H. Glover  
Council Member Chip Little  
Wayne Bowers, City Manager  
Wanda T. Elks, City Clerk  
David A. Holec, City Attorney

### APPROVAL OF AGENDA

Motion was made by Council Member Dunn and seconded by Council Member Craft to approve the agenda as presented. Motion carried unanimously.

### CONSENT AGENDA - APPROVED

Motion was made by Council Member Dunn and seconded by Mayor Pro-Tem Miller to approve all the items under the consent agenda as listed below. Motion carried unanimously.

- (1) Minutes of the February 7, February 10, and February 21, 2005 City Council meetings
- (2) Consideration of various tax refunds

<u>Name</u>	<u>Reason</u>	<u>Amount</u>
Charlie Lenzy Campbell	Vehicle charged in city limits in error	\$346.31
Annie Moore Elks	Vehicle charged in city limits in error	\$211.95
Ernest Edwards Williams	Vehicle charged in city limits in error	\$119.51
- (3) Consideration of a request by East Carolina University for a fireworks display on April 15, 2005 as part of the 22nd Annual Pigskin Pig-Out Weekend.

### BOARDS AND COMMISSIONS PRESENTATIONS

#### Affordable Housing Loan Committee

Mr. Evan Lewis, Vice-Chairman of the Affordable Housing Loan Committee, stated that the Affordable Housing Loan Committee is charged with administration of the Down Payment

Assistance Programs offered by the City of Greenville. The three programs are the Affordable Housing Bond Program, HOME Down Payment Assistance Program (2% no interest loan), and the North Carolina Housing Finance Agency 30 Year Deferred Loan Program. The programs are designed to help with down payment and closing cost assistance so that Greenville citizens can become homeowners. The cumulative results for all grant loan programs this year yielded almost \$1,768,000. Mr. Lewis gave a brief update regarding several housing programs and other activities that The Affordable Housing Loan Committee has been involved with.

- HOME Down Payment Assistance Program: During the past year the City received 194 inquiries for down payment assistance. One hundred two people started the application process; 12 applications have been completed and approved; 6 approved loans have been funded this year yielding \$40,000 from the HOME program; and 5 applications have been funded to date for a total of \$93,316.
- Elderly Rehabilitation Program: This program provides assistance to citizens who are living in unsafe and unsanitary housing after years of working and in most cases retired. The program has received 6 inquiries during the past year for rehab assistance. Three applications have been completed and approved for a total loan amount of \$34,000 this year.
- Community Development Block Grant: The Affordable Housing Loan Committee has assisted the City in distributing Community Development Block Grant Funding by making recommendations to the Council regarding which non-profit agencies should receive funding. This year the six agencies approved to receive funding were the Greenville Community Shelter, Habitat, New Directions, Martin County Community Action, STRIVE, Inc. and the Affordable Housing and Community Development Corporation with a combined total of \$144,300.
- Flood Recovery: For the last few years the Affordable Housing Loan Committee has been working with the City on Flood Recovery matters. To date, 32 flood properties have been purchased for a total of \$470,681.37. Also, during the past year 14 homes have closed in Countryside Estates, bringing the total of 72 sales within the subdivision. Of the 72 sales, 26 have been for Hurricane Floyd survivors.
- West Greenville 45-Block Revitalization Project: The Affordable Housing Loan Committee has been advising City Council on the developments in the West Greenville 45-Block Revitalization Project. Five properties have been approved for purchase within the 45-block area in the amount of \$94,600, and closings are pending. Two families have purchased homes through the Rental/Conversion Program with down payment assistance from the City. Properties purchased from the Evans family in the West Greenville Neighborhood were recombined to create more compatible lot configurations. Staff has also created 19 buildable lots for new home construction from 22 lots that were made available after 24 structures had been demolished.

Council Member Dunn asked if it was anticipated that the 19 lots made from the Evans property would be built upon for homeownership, and Mr. Lewis replied that the prime emphasis behind the West Greenville 45-Block Revitalization Project is to increase homeownership in that area.

Mr. Merrill Flood, Director of Planning and Community Development, stated that it is staff's prime objective to go back with owner-occupied housing. Staff is reconfiguring lots and

assembling packages that will come back to Council in the very near future to award lots for new construction.

### Recreation and Parks Commission

Mr. Mitchell Jones, Vice-Chairman for Greenville Parks and Recreation, summarized some of the special events, activities and programs that have been accomplished in the last year.

- River Birch Tennis Center: Greenville hosted the Down East Tennis Association Australian Open Adult Tennis Tournament at River Birch Tennis Center for the second year with over 100 participants. There was a record high of participation in the 2004 Down East Mixed Double League with 549 players. The City had the highest participation in 6 years for the Greenville Junior Championship Youth Tennis Tournament of 103 players, and the Greenville Recreation and Parks Department Junior High Girl's Tennis Team went undefeated with a 9 and 0 this past season. The River Birch Women's 5.0 Combo Team won their division in the Down East Tennis League and competed in the State Tournament in Greensboro in November 2004. The Down East Tennis Association Free Youth Clinic hosted by River Birch Tennis Center in November had over 100 minority youths from around the area participating with tennis instruction.
- Athletics: Since partnering with the Greenville Little League for the Small Fry and Big Fry in 2003, the City has had a tremendous increase in participation. Prior to the partnership Recreation and Parks averaged 120 participants, and since the partnership Recreation and Parks now has nearly 320 participants. The Mini Fry T-Ball was added in 2004 and there were 190 participants registered for the program. Youth Flag Football has also increased yearly since the inaugural year in the fall of 2001 from 3 teams for participants ages 6 - 8 to 18 teams in 2004. Three additional baseball camps have been added for ages 9-12 with an average of 23 participants, which has been conducted by Ronald Vincent, Head Baseball Coach at Rose High School. The addition of the Sports Connection with the focus being on 9-12 year olds along with the involvement of Ronald Vincent and Randy Phillips will be even bigger in years to come. The Recreation and Parks Department hosted the North Carolina Parks and Recreation 12 and under Eastern Sectional Baseball Tournament consisting of 5 teams for a 3-day tournament and has also been awarded the 12 and under tournament again for the upcoming summer. Youth Indoor Soccer participation has increased 20% over the previous year. Recreation and Parks offered a weeklong Eurotech Soccer Camp at Bradford Creek Soccer Complex for ages 4-14 with 37 registered participants who received instruction from clinicians from Holland and Scotland. Eurotech has been America's number one camp and tour company since 1990. A Frisbee golf course has been built at West Meadowbrook Park and with the help of the Greenville Frisbee Golf Club, the City has hosted two tournaments for the North Carolina Recreation and Parks Association. The City also hosted the North Carolina Special Olympics Basketball Tournament with over 1,300 people and will be doing that again this year.
- Donations: Bill Clark donated 12 acres of land on Fire Tower Road to the City of Greenville for another park. Harvey Lewis and Rita Andrews donated 25 acres of land in Greenfield Terrace, and the City is in the process of building a Community Center there. The City is involved in a joint venture with East Carolina University to construct a new practice area at Bradford Creek for East Carolina University golfers and junior golf programs. East Carolina

University is providing funds of \$85,000. Also, Eddie Smith has donated \$15,000 for the development of the information film for the Science and Nature Center.

- **Recognitions:** Mr. Jones recognized the following employees with the Recreation and Parks Department: Dean Foy who received the Volunteer of the Year for Pitt County Community Schools and Recreation; Chris Hinson who received an award from the North Carolina Tennis Association for having the largest increase in participation in a North Carolina Tennis program; Kelvin Yarrell who was awarded a minority scholarship to attend the National Recreation and Parks Association National Congress, a Kiwanis Club Award for Outstanding Committee Chairman, and has been nominated as the Chairman of the East Carolina University Alumni; James Duke, Greenskeeper at Bradford Creek was elected President of the North Carolina Turf Grass Association; and Kathleen Shank received the Outstanding Instructor/Trainee award from the Red Cross. Greenville was awarded the Parks and Recreation Trust Fund Grant for Guy Smith Stadium and has used a \$250,000 matching grant for improvements to the stadium, the prep field, the swimming pool, the parking lot and lights in the parking lot. Greenville was also recognized nationally by the National Parks and Recreation Association and Sports Illustrated as Sports Town USA for North Carolina.

Upon being asked the status of The Sports Connection building, Mr. Jones replied that there was a lot of work to be done inside the building and everything is being geared toward the 9-12 year olds. A big clinic is planned towards the end of the year and possibly some major league players will be present at the event.

#### AMENDING THE FISCAL YEAR 2006 FEDERAL AGENDA - APPROVED

City Manager Bowers reminded the Council that at the January 10, 2005 City Council meeting, the Council adopted the City's Federal Agenda for requests in FY 2006. While proceeding to get the word out on these projects, it came to the attention of the Ferguson Group that the railroad switching yard improvements that had been added to the list would not be eligible under the Transportation Equity Act (sometimes know as the TEA-21). This was just found out when the Mayor, Mayor Pro-Tem, City Attorney and City Manager visited Washington, D.C. last week and found that the bill had gone through the Transportation Committee and the House. Staff will have to respond quickly to preserve any kind of funding that the City may get from the Transportation Equity Act, because the bill is moving fast. The current extension runs out at the end of May. The railroad switching yard improvements will not be eligible under the reenactment because of a decision made by the members of the House that railroad projects that do not result in a freestanding road construction project would not be eligible under this particular reenactment. A railroad project such as this would be eligible under the Annual Appropriation Act. Staff's recommendation is to keep the railroad switching yard improvements as a project but not as part of the Transportation Equity Act reauthorization and add a project that would be eligible under the new Transportation Equity Act reauthorization. Staff is recommending that Council amend the Federal Agenda, keeping railroad switching yard improvements, but changing that it would be under the Transportation Appropriation Bill and adding the Greenways Expansion and Improvement Project that would be eligible under the Transportation Act Reauthorization. There is still a lot of Greenway work to be done based on the Greenway Master Plan. The City received \$1.5 million last year and members of Congress have indicated that once a project receives an earmark it is sometimes easier to get an additional earmark in the future. The Ferguson Group has recommended that the City add the Greenways

Expansion \$3 million back in so if there were earmarks being made to the process, there would be a project that would qualify under the reauthorization. The recommendation from the Ferguson Group and from City staff is to amend the Federal Agenda as presented with the two changes.

Motion was made by Council Member Dunn and seconded by Council Member Council to approve the amended FY 2006 Federal Agenda. Motion carried unanimously.

### CONSIDERATION OF THE 2005 CITY OF GREENVILLE GOALS

City Manager Bowers stated that this is the follow up from the City Council Annual Planning Session on January 22, 2005. As discussed at that time the primary objective of the retreat was to come up with 10 overall goals. The Council did not rank the goals and they are still not ranked. The next step in the process was for staff to go back and establish objectives for each goal and for each objective create an action item. The document before Council for consideration takes the ten goals and develops at least two objectives and under each objective there are specific action items ranging from 1 to a high of 7 or 8. The format for each action item is uniform throughout the document. Staff has developed 43 objectives and 120 action items. The proposed document follows:

#### “COPY”

#### 1. Goal: Form Effective Partnerships

##### A. *Objective: Encourage cooperation and coordination among units of local government in Pitt County*

Action Item #1: Continue to develop effective working relationships with the Pitt County Commissioners and establish an annual meeting date  
 Responsibility: Mayor, City Council, City Manager  
 Timeframe: June 2005  
 Fiscal Note: \$300

Action Item #2: Continue to work with the Town of Winterville and Greenville Utilities Commission through the joint committee to address mutual issues of growth and utility service  
 Responsibility: Councilmembers Dunn and Little, City Manager  
 Timeframe: December 2005  
 Fiscal Note: To be determined

Action Item #3: Develop a more mutually beneficial mutual aid agreement with one neighboring fire-rescue department  
 Responsibility: Fire-Rescue Department  
 Timeframe: September 2005  
 Fiscal Note: To be determined

Action Item #4: Review current mutual aid agreements with all local law enforcement

agencies and make revisions as necessary

Responsibility: Police Department

Timeframe: September 2005

Fiscal Note: To be determined

Action Item #5: Work with other local government agencies (East Carolina University, Pitt Community College, Greenville Housing Authority, Greenville Utilities Commission, and Pitt County) to form partnerships for Cooperative Purchase Agreements. These are contracts in which one agency issues contract with the understanding that all of the other agencies will be extended the same prices. Examples of contracts would be vehicles (that are not on state contract), office supplies, and safety supplies.

Responsibility: Financial Services Department

Timeframe: December 2005

Fiscal Note: Anticipated savings

B. *Objective: Continue partnership and form new partnerships with businesses, educational institutions, and nonprofits when opportunities exist*

Action Item #1: Identify continuing education needs of the workforce and explore partnerships with educational providers (East Carolina University, Pitt Community College, Shaw University, and others)

Responsibility: Human Resources Department

Timeframe: July 2005

Fiscal Note: To be determined

Action Item #2: Meet with President of Pitt Community College to insure coordination of plans

Responsibility: City Manager

Timeframe: May 2005

Fiscal Note: To be determined

Action Item #3: Continue to work with the Pitt County School Board on plans for improvements to Sadie Saulter School and a new school in the Bonners Lane Area

Responsibility: Planning and Community Development Department

Timeframe: October 2005

Fiscal Note: To be determined

Action Item #4: Continue to provide Community Development Block Grant and HOME funding to nonprofit agencies for implementation of the Consolidated Plan

Responsibility: Planning and Community Development Department

Timeframe: June 2005

Fiscal Note: \$200,000

## 2. Goal: Organize City Services to Meet the Needs of the Citizens

### A. *Objective: Transition to curbside refuse collection*

- Action Item #1: Develop a feasibility study for City Council consideration  
 Responsibility: Public Works and Financial Services Departments  
 Timeframe: June 2005  
 Fiscal Note: No direct cost. Study performed in-house
  
- Action Item #2: Develop an implementation/transition plan for City Council consideration  
 Responsibility: Public Works Department  
 Timeframe: September 2005  
 Fiscal Note: No direct cost. Plan developed in-house
  
- Action Item #3: Implement Citywide curbside refuse collection program  
 Responsibility: Public Works Department  
 Timeframe: July 2006  
 Fiscal Note: Estimated direct cost of \$500,000 for rollout carts and loss of approximately \$1,000,000 in annual revenues, based on converting 11,000 accounts from back-yard fee (\$17/mo.) to front-yard fee (\$8/mo.)

### B. *Objective: Accelerate execution of approved projects*

- Action Item #1: Complete formation of Capital Projects Section within the Engineering Division  
 Responsibility: Public Works Department  
 Timeframe: September 2005  
 Fiscal Note: Positions currently budgeted. No new direct cost
  
- Action Item #2: Develop realistic schedules for Capital Projects  
 Responsibility: Public Works Department  
 Timeframe: September 2005  
 Fiscal Note: No direct cost. Schedules developed in-house
  
- Action Item #3: Develop Capital Project reporting system  
 Responsibility: Public Works Department  
 Timeframe: January 2006  
 Fiscal Note: No direct cost. System developed in-house
  
- Action Item #4: Conduct regular progress meetings on major Capital Projects  
 Responsibility: Public Works Department  
 Timeframe: On-going  
 Fiscal Note: No direct costs. Currently a part of all ongoing construction contracts

C. *Objective: Consider more sharing between City and Greenville Utilities Commission*

- Action Item #1: Develop list of areas and resources for potential sharing  
 Responsibility: Deputy City Manager  
 Timeframe: May 2005  
 Fiscal Note: No direct costs. List developed in-house
- Action Item #2: Appoint staff committee to evaluate list  
 Responsibility: City Manager  
 Timeframe: October 2005  
 Fiscal Note: No direct costs. Committee evaluation developed in-house
- Action Item #3: Develop report for consideration by Greenville Utilities Commission and City Council of areas for potential sharing  
 Responsibility: Staff Committee  
 Timeframe: February 2006  
 Fiscal Note: No direct costs. Study performed in-house
- Action Item #4: Develop implementation/transition plan for consideration by Greenville Utilities Commission and City Council  
 Responsibility: City Manager  
 Timeframe: June 2006  
 Fiscal Note: To be determined

D. *Objective: Coordinate services and avoid duplication*

- Action Item #1: Appoint staff committee to identify areas of duplication and coordinated services  
 Responsibility: City Manager  
 Timeframe: April 2005  
 Fiscal Note: No direct costs.
- Action Item #2: Present report to City Manager outlining areas for coordinated services  
 Responsibility: Staff Committee  
 Timeframe: July 2005  
 Fiscal Note: No direct costs
- Action Item #3: Develop reorganization plan for coordinated services  
 Responsibility: City Manager  
 Timeframe: September 2005  
 Fiscal Note: To be determined

E. *Objective: Improve internal training*

- Action Item #1: Review existing training programs and develop list of areas in need of improvement



Responsibility: Human Resources Department  
 Timeframe: May 2005  
 Fiscal Note: No direct costs. Review completed in-house

Action Item #2: Develop implementation plan for changes to training programs  
 Responsibility: Human Resources Department  
 Timeframe: September 2005  
 Fiscal Note: To be determined

F. *Objective: Keep focus on transition of duties and retraining staff*

Action Item #1: Provide additional educational and development opportunities for incumbent employees to improve skills and preparedness for transition to different positions within the organization  
 Responsibility: Human Resources Department  
 Timeframe: On-going  
 Fiscal Note: To be determined

G. *Objective: One-stop shop for permits*

Action Item #1: Prepare a list of permits issued by the City that require multiple stops  
 Responsibility: Public Works, Planning and Community Development, and Financial Services Departments  
 Timeframe: April 2005  
 Fiscal Note: No direct costs. Identification of permits performed in-house

Action Item #2: Prepare a report defining the impact of changes in multiple stop permitting – report to City Council  
 Responsibility: City Manager  
 Timeframe: September 2005  
 Fiscal Note: No direct costs. Study performed in-house.

Action Item #3: Develop implementation/transition plan for agreed-upon changes  
 Responsibility: City Manager  
 Timeframe: January 2006  
 Fiscal Note: No direct costs. Plan developed in-house

Action Item #4: Implement agreed-upon changes  
 Responsibility: City Manager  
 Timeframe: July 2006  
 Fiscal Note: Direct costs may be involved dependent on plan

3. Goal: Increase the Technological Capability of the City

A. *Objective: Track citizen concerns*

- Action Item #1: Perform a needs assessment for an internal and external (web-based) system where citizens can log concerns and track the progress/status of their specific item registered by telephone, web page, or talking with a staff member. Internal system will provide routing of concern to specific area of the City for resolution.  
 Responsibility: Information Technology Department, City Manager  
 Timeframe: June 2005  
 Fiscal Note: No direct costs.
- Action Item #2: Select a software solution  
 Responsibility: Information Technology Department  
 Timeframe: September 2005  
 Fiscal Note: Cost will range from \$8,000 to \$20,000 depending upon the chosen solution

*B. Objective: Enhance City web*

- Action Item #1: Complete new page design, install content management system, convert existing web page content, train users on new content management system, and have users begin updating existing web information and providing new information.  
 Responsibility: Information Technology Department  
 Timeframe: April 2005  
 Fiscal Note: \$25,000 (in current budget)
- Action Item #2: Work with users on prioritizing their web topics, perform needs assessment for web based software applications, select software applications and Click-to-Gov tools, and implement back-end software applications as needed.  
 Responsibility: Information Technology Department  
 Timeframe: August 2006  
 Fiscal Note: \$150,000 to \$250,000 cost of software and hardware

*C. Objective: Building Inspections technology enhancements*

- Action Item #1: Assess the existing business environment of the permitting and inspections process and determine where efficiencies and streamlined processes can be implemented.  
 Responsibility: Information Technology Department and Building Inspections Division  
 Timeframe: May 2005  
 Fiscal Note: No direct cost to perform assessment.
- Action Item #2: Select field computing hardware and implement HTE Field Inspections software applications  
 Responsibility: Information Technology Department and Building Inspections Division

Timeframe: November 2005

Fiscal Note: \$35,000

- Action Item #3: Perform needs analysis for Click-to-Gov web permitting and implement HTE Click-to-Gov web permitting software application  
 Responsibility: Information Technology Department and Building Inspections Division  
 Timeframe: March 2006  
 Fiscal Note: \$35,000

*D. Objective: Consider technology enhancements in other departments*

- Action Item #1: Evaluate a system for City Council agenda automation  
 Responsibility: City Manager, City Clerk, and Information Technology Department  
 Timeframe: September 2005  
 Fiscal Note: To be determined
- Action Item #2: Transition Planning and Community Development Department public meeting presentations into electronic format  
 Responsibility: Planning and Community Development Department  
 Timeframe: April 2005  
 Fiscal Note: No additional direct costs.
- Action Item #3: Assess the feasibility of allowing employees to be able to access their pay information from a personal computer. This enhancement would eliminate time and effort spent on printing direct deposit stubs and then stuffing them into envelopes.  
 Responsibility: Coordination between Financial Services, Information Technology, and Human Resources Departments  
 Timeframe: July 2005  
 Fiscal Note: To be determined
- Action Item #4: Move forward with the necessary steps to establish Positive Pay. Positive Pay will improve the current process of printing and distributing accounts payable checks and aid in eliminating the possibility of fraud.  
 Responsibility: Financial Services Department  
 Timeframe: December 2005  
 Fiscal Note: \$7,500
- Action Item #5: Work with Wachovia Bank and City vendors to initiate on-line payables.  
 Responsibility: Financial Services and Information Technology Departments  
 Timeframe: December 2005  
 Fiscal Note: To be determined

#### 4. Goal: Develop Understanding and Broader Citizen Participation in City Government

##### A. *Objective: Develop a Citizens Academy*

- Action Item #1: Research successful models within North Carolina and the nation  
 Responsibility: Public Information Officer  
 Timeframe: July 2005  
 Fiscal Note: No direct cost
- Action Item #2: Develop curriculum, written materials, schedule, etc.  
 Responsibility: Public Information Officer  
 Timeframe: October 2005  
 Fiscal Note: No direct cost.
- Action Item #3: Advertising and promotion of the Academy and first class  
 Responsibility: Public Information Officer  
 Timeframe: January 2006  
 Fiscal Note: \$5,000 for initial startup, \$2,000 on-going
- Action Item #4: Develop "Planning 101" curriculum for board members and citizens  
 Responsibility: Planning and Community Development Department  
 Timeframe: December 2005  
 Fiscal Note: \$3,000

##### B. *Objective: Develop a Youth Council*

- Action Item #1: Research successful models within North Carolina and the nation  
 Responsibility: Human Relations Council  
 Timeframe: July 2005  
 Fiscal Note: No direct cost
- Action Item #2: Develop curriculum, written materials, schedule, etc.  
 Responsibility: Human Relations Council, City Clerk  
 Timeframe: October 2005  
 Fiscal Note: To be determined

##### C. *Objective: Better distribution of existing City-originated public information*

- Action Item #1: Consider feasibility and costs of broadcasting other City meetings conducted in the Council Chambers  
 Responsibility: Public Information Officer  
 Timeframe: September 2005  
 Fiscal Note: To be determined
- Action Item #2: Research feasibility of in-house production of newscasts, special events, informational videos, etc.  
 Responsibility: Public Information Officer

Timeframe: December 2005

Fiscal Note: Video studio/field production hardware--\$200,000; video production technician--\$50,000

Action Item #3: Use utility bill to disseminate parking and business license information. Action at each renewal for license and periodically informing the public of licensing requirements and parking issues.  
Responsibility: Financial Services Department  
Timeframe: June 2005  
Fiscal Note: Minimal cost

## 5. Goal: Enhance Diversity

### A. *Objective: Reorganize government to reflect the community we serve*

Action Item #1: Appoint a staff committee to update and expand the City's Affirmative Action Statement  
Responsibility: City Manager  
Timeframe: April 2005  
Fiscal Note: No direct cost

Action Item #2: Present revised Affirmative Action Statement to City Council  
Responsibility: Human Resources Department  
Timeframe: December 2005  
Fiscal Note: No direct cost

Action Item #3: Provide additional educational and development opportunities for incumbent employees to improve preparedness for promotion  
Responsibility: Human Resources Department  
Timeframe: On-going  
Fiscal Note: To be determined

Action Item #4: Support the work of the Greenville Fire-Rescue employee recruitment team  
Responsibility: Fire-Rescue Department  
Timeframe: On-going  
Fiscal Note: \$3,500

Action Item #5: Plan and host an MWBE Workshop for MWBE vendors to come together and learn how to do business with the City. Develop relationships and directories of businesses for the web and public.  
Responsibility: Financial Services Department  
Timeframe: November 2005  
Fiscal Note: \$4,000

B. *Objective: Celebrate the diversity of our citizens*

Action Item #1: Emphasize opportunities for different ethnic/racial groups to come together in positive opportunities through the programs sponsored by the Human Relations Council.

Responsibility: Human Relations Council

Timeframe: On-going

Fiscal Note: Funds included in current budget

Action Item #2: Increase participation in existing positive opportunities through public awareness, publicity, and targeted outreach efforts. Examples include, but are not limited to, the International Festival, Sunday in the Park, and July 4<sup>th</sup> Celebration.

Responsibility: Public Information Officer

Timeframe: On-going

Fiscal Note: Funds included in current budget

6. Goal: Emphasize the Importance of Neighborhood Stabilization and Revitalization

A. *Objective: Preserve/prevent deterioration of single-family neighborhoods for more sustainable communities*

Action Item #1: Create a Rental Property Registration and Certification Program (See Task Force on Preservation of Neighborhoods and Housing [TFPNH] recommendation #1)

Responsibility: Planning and Community Development, and Information Technology Departments and Neighborhood Services Division

Timeframe: January 2006

Fiscal Note: \$53,000.00

Action Item #2: Create a Code Enforcement Tracking System and Rental Property Database (See TFPNH recommendation #2)

Responsibility: Planning and Community Development, and Information Technology Departments and Neighborhood Services Division

Timeframe: January 2006

Fiscal Note: \$58,000.00

Action Item #3: Revise the City's Code Enforcement and Appeals Process to promote consistency and capture the true cost of enforcement (See TFPNH recommendation #3)

Responsibility: Planning and Community Development Department and Neighborhood Services Division

Timeframe: July 2005

Fiscal Note: \$85,000.00

Action Item #4: Revise ordinances related to parking on unimproved surfaces to allow for on-the-spot ticketing; establish routine patrols (See TFPNH recommendation #4)  
 Responsibility: Planning and Community Development Department and Neighborhood Services Division  
 Timeframe: July 2005  
 Fiscal Note: \$88,400.00

Action Item #5: Revise ordinances related to noise to apply to all manner of disruptive noise; allow for on-the-spot ticketing (See TFPNH recommendation #5)  
 Responsibility: Planning and Community Development Department and Neighborhood Services Division  
 Timeframe: August 2005  
 Fiscal Note: \$3,000.00

*B. Objective: Set up pilot project in T.R.U.N.A. and all areas of City to increase homeownership*

Action Item #1: Create economic incentives to encourage reinvestment in established single-family neighborhoods (See TFPNH recommendation #7)  
 Responsibility: Planning and Community Development Department and Neighborhood Services Division  
 Timeframe: July 2005  
 Fiscal Note: \$60,000.00

Action Item #2: Develop and empower neighborhood associations, including financial assistance to train leaders and build organizational capacity (See TFPNH recommendation #8)  
 Responsibility: Planning and Community Development Department and Neighborhood Services Division  
 Timeframe: September 2005  
 Fiscal Note: \$71,000.00

Action Item #3: Develop and adopt neighborhood plans to guide policy and investment decisions in older, established single-family neighborhoods (See TFPNH recommendation #9)  
 Responsibility: Planning and Community Development Department  
 Timeframe: July 2005 – On-going  
 Fiscal Note: None

*C. Objective: Identify ways to assist neighborhoods to convert multi-family to single-family*

Action Item #1: Rezone predominantly single-family use neighborhoods to an “S district” classification (See TFPNH recommendation #6)  
 Responsibility: Planning and Community Development Department

Timeframe: May 2005 – December 2005

Fiscal Note: \$4,500.00

- Action Item #2: Acquire substandard multi-family housing units for demolition or conversion to single-family owner-occupied dwellings; demolish or convert 10 units over the next two years  
 Responsibility: Planning and Community Development Department  
 Timeframe: 2005-2007  
 Fiscal Note: \$800,000.00

*D. Objective: More new housing in the 45-Block Revitalization Area*

- Action Item #1: Obtain buildable lots for construction of new housing units; construct 12 new houses for owner occupancy over the next two years  
 Responsibility: Planning and Community Development Department  
 Timeframe: December 2006  
 Fiscal Note: \$660,000.00

*E. Objective: Stay focused on revitalization block-by-block (MLK Jr. Drive)*

- Action Item #1: Continue to conduct activities on block-by-block basis, with bi-monthly updates to City Manager and City Council; focus on acquisition, demolition, new construction, and infrastructure improvements  
 Responsibility: Planning and Community Development Department  
 Timeframe: On-going  
 Fiscal Note: \$1,500,000.00

*F. Objective: Expand loan program for conversion of rental property*

- Action Item #1: Convert rental properties to owner-occupied housing; develop a Citywide down payment assistance program to assist 20 homebuyers over the next two years  
 Responsibility: Planning and Community Development Department  
 Timeframe: December 2006  
 Fiscal Note: \$100,000.00

*G. Objective: Have open lines of communication with Greenville Housing Authority – monitoring Section 8 distribution*

- Action Item #1: Hold quarterly staff meetings with Greenville Housing Authority to discuss mutual issues and goals related to redevelopment and housing  
 Responsibility: Planning and Community Development Department  
 Timeframe: On-going  
 Fiscal Note: No direct cost



H. *Objective: Assisted living*

Action Item #1: Partner with developer(s) to develop and construct an assisted living center for elderly citizens in the 45-Block Revitalization Area  
 Responsibility: Planning and Community Development Department  
 Timeframe: December 2006  
 Fiscal Note: Land acquisition and development costs to be determined

I. *Objective: Follow through on plans (i.e. Parks/Recreation Plan, neighborhood parks)*

Action Item #1: Amend the subdivision and zoning regulations to require recreation and open space reservations and/or dedications based on population impact  
 Responsibility: Planning and Community Development Department  
 Timeframe: July 2005  
 Fiscal Note: None

Action Item #2: Develop a financial and implementation plan for neighborhood parks  
 Responsibility: Recreation and Parks Department  
 Timeframe: July 2006  
 Fiscal Note: None

Action Item #3: Update and amend the Parks Comprehensive Master Plan  
 Responsibility: Recreation and Parks Department  
 Timeframe: July 2007  
 Fiscal Note: \$30,000.00

Action Item #4: Prioritize the need and locations of neighborhood parks  
 Responsibility: Recreation and Parks Department  
 Timeframe: July 2007  
 Fiscal Note: None

J. *Objective: Develop a 20-30 year land plan*

Action Item #1: On an annual basis, conduct an internal review of the goals, objectives and implementation actions of the Horizons Comprehensive Plan  
 Responsibility: Planning and Community Development Department  
 Timeframe: December 2005  
 Fiscal Note: No direct cost

Action Item #2: Every five years, conduct an update of the Horizons Comprehensive Plan; amend goals, objectives, and implementation actions as necessary  
 Responsibility: Planning and Community Development Department  
 Timeframe: Begin update process in 2007  
 Fiscal Note: No direct cost

K. *Objective: Identify land needs around South Central High School*

Action Item #1: Update report entitled “Existing and Future Potential Residential Development in SW Greenville”; collect, analyze and monitor data  
 Responsibility: Planning and Community Development Department  
 Timeframe: July 2005  
 Fiscal Note: No direct cost

Action Item #2: Develop an area plan for the southwest quadrant of the City’s planning jurisdiction, pursuant to the Horizons’ recommendations re: vision area planning  
 Responsibility: Planning and Community Development Department  
 Timeframe: September 2005  
 Fiscal Note: No direct cost

L. *Objective: Disposition of excess property*

Action Item #1: Dispose of any excess property in the 45-Block Revitalization Area  
 Responsibility: Planning and Community Development Department  
 Timeframe: December 2006  
 Fiscal Note: Minimal direct cost

Action Item #2: Develop a citywide program for identification and disposal of unused City properties for sale, with regular notices of availability  
 Responsibility: Planning and Community Development Department  
 Timeframe: July 2005  
 Fiscal Note: To be determined

7. Goal: Promote Economic Development in the City

A. *Objective: Support and advocate investment for a vibrant and prosperous Center City*

Action Item #1: Adopt and implement the *Center City – West Greenville Revitalization Plan* as the guiding framework plan for future City activities and investment.  
 Responsibility: Redevelopment Commission, City Council, and Affordable Housing Loan Committee  
 Timeframe: May 2005  
 Fiscal Note: \$5 million initial City investment with bond funds

Action Item #2: Foster partnerships with East Carolina University and Uptown Greenville for expanded uptown developments  
 Responsibility: Planning and Community Development Department  
 Timeframe: On-going  
 Fiscal Note: To be determined

Action Item #3: Explore acquiring former Park Theater for a community performing arts theater  
 Responsibility: City Manager  
 Timeframe: September 2005  
 Fiscal Note: To be determined

*B. Objective: Promote opportunities for small and minority businesses*

Action Item #1: Hold a business fair with Chamber of Commerce, Uptown Greenville, etc. to promote awareness and help create opportunities for small and minority businesses  
 Responsibility: Financial Services Department  
 Timeframe: October 2005  
 Fiscal Note: \$1,000

Action Item #2: Revise/update City's current MWBE program to increase and enhance outreach to small businesses  
 Responsibility: Financial Services Department  
 Timeframe: April 2006  
 Fiscal Note: To be determined

*C. Objective: Promote the City to retain and expand business/industry and provide quality jobs*

Action Item #1: Continue to work closely with Pitt County Development Commission, Chamber of Commerce, East Carolina University, Pitt Community College, University Health Systems, and others to retain and expand business and industry and to encourage job creation with full benefits  
 Responsibility: City Manager  
 Timeframe: On-going  
 Fiscal Note: To be determined as needed

8. Goal: Provide a Safe Community

*A. Objective: Create and implement community policing policies that increase public contact and improve the perception of the Police Department*

Action Item #1: Analyze current police service and allocation of resources in order to structure the Department to best provide community policing  
 Responsibility: Police Department  
 Timeframe: December 2005  
 Fiscal Note: No direct cost

Action Item #2: Allocate resources supported by analysis into the City budget  
 Responsibility: Police Department  
 Timeframe: July 2006  
 Fiscal Note: To be determined

Action Item #3: Increase public contact by the command staff of the Police Department by attendance at more community organization meetings  
 Responsibility: Chief of Police  
 Timeframe: On-going  
 Fiscal Note: No cost

*B. Objective: Become more active in the prevention of juvenile violence in the community*

Action Item #1: Implement Eddie Eagle program in conjunction with the Project Safe Neighborhoods and Department of Justice  
 Responsibility: Police Department  
 Timeframe: July 2006  
 Fiscal Note: To be determined

Action Item #2: Develop partnerships within the community and schools to implement an anti-bullying program in the schools  
 Responsibility: Police Department  
 Timeframe: December 2005  
 Fiscal Note: To be determined

*C. Objective: Strengthen crime prevention efforts by increasing participation in community watch programs*

Action Item #1: Coordinate district officer participation with community watch programs  
 Responsibility: Police Department  
 Timeframe: July 2005  
 Fiscal Note: Some overtime cost to be determined

Action Item #2: Develop strategies with community watch leaders to advertise community watch meetings and activities  
 Responsibility: Police Department  
 Timeframe: December 2005  
 Fiscal Note: To be determined

Action Item #3: Develop and implement new crime prevention programs for community watch and other community based functions  
 Responsibility: Police Department  
 Timeframe: March 2006  
 Fiscal Note: Minimal direct cost

Action Item #4: Organize ten active community watch programs  
 Responsibility: Police Department  
 Timeframe: July 2006  
 Fiscal Note: Minimal direct cost

D. *Objective: Strengthen preparedness for a major disaster*

Action Item #1: Partner with the Pitt County Red Cross to jointly provide training to the business community on emergency management and business survival from disasters

Responsibility: Fire-Rescue Department

Timeframe: September 2005

Fiscal Note: To be determined

Action Item #2: Rewrite the City's Emergency Management Operations Guidelines

Responsibility: Fire-Rescue Department

Timeframe: July 2006

Fiscal Note: No direct cost

9. Goal: Develop Transportation Initiatives to Meet Community Growth and Ensure a Sustainable Community

A. *Objective: Improve roads leading into and out of the City*

Action Item #1: Inventory condition of all State and City-maintained streets within the City

Responsibility: Public Works Department

Timeframe: September 2005

Fiscal Note: Direct cost estimated at \$75,000 for ITRE Street Condition Inventory Update

Action Item #2: Prioritize for improvement/repair based on condition survey

Responsibility: Public Works Department

Timeframe: December 2005

Fiscal Note: No direct costs. Priority established in-house on condition survey

Action Item #3: Develop schedule for repair of City-maintained streets (resurfacing program)

Responsibility: Public Works Department

Timeframe: December 2005

Fiscal Note: No direct cost. Schedule prepared in-house

Action Item #4: Meet with NCDOT to develop schedule for repair of State highways

Responsibility: Public Works Department

Timeframe: October 2005

Fiscal Note: No direct costs. Meeting and negotiations with NCDOT performed in-house

Action Item #5: Work with Greenville Urban Area MPO and NCDOT to promote construction of new roads

Responsibility: City Manager and Public Works Department  
 Timeframe: On-going  
 Fiscal Note: Will be direct reimbursable for some of these activities as part of the MPO Grant; otherwise, no direct cost.

*B. Objective: Develop initiatives/programs to reduce urban congestion*

- Action Item #1: Conduct Congestion Management Study for the Greenville Boulevard/Memorial Drive Corridor  
 Responsibility: Public Works Department  
 Timeframe: September 2005  
 Fiscal Note: Estimated cost of study \$70,000 with \$56,000 reimbursable through MPO Grant.
- Action Item #2: Meet with largest employers to discuss feasibility of staggered starts, and park and ride programs  
 Responsibility: Public Works Department  
 Timeframe: July 2005  
 Fiscal Note: No direct cost. Contact and discussions performed by in-house personnel
- Action Item #3: Identify and prioritize most congested intersections and segments of road  
 Responsibility: Public Works Department  
 Timeframe: May 2005  
 Fiscal Note: No direct costs. Will work with in-house staff, NCDOT, and MPO to develop priority
- Action Item #4: Develop preliminary plans and cost estimates to improve the highest priorities  
 Responsibility: Public Works Department  
 Timeframe: December 2005  
 Fiscal Note: Will require direct cost in engineering design fees. Costs dependent on number and size of projects. Some portion of costs may be reimbursable through MPO. Costs will be leveraged with available NCDOT funds.
- Action Item #5: Continue to pursue formation of a Public Transportation Authority  
 Responsibility: City Manager and Public Works Department  
 Timeframe: December 2005  
 Fiscal Note: No direct cost. Staff works with Pitt County, East Carolina University, and PATS
- Action Item #6: Amend the City's subdivision regulations to include specific requirements for street interconnectivity and development of a street collector plan  
 Responsibility: Planning and Community Development, and Public

Works Departments  
 Timeframe: July 2006  
 Fiscal Note: No direct cost

C. *Objective: Promote/lobby for state and federal funding for local transportation improvements*

Action Item #1: Continue to work through the Greenville Urban Area MPO to publicize and lobby for the most important transportation needs  
 Responsibility: Mayor, City Manager, and Public Works Department  
 Timeframe: On-going  
 Fiscal Note: No direct costs anticipated; 80% of incurred costs reimbursable through the MPO

Action Item #2: Work with NCDOT Board members and local legislative delegation to promote the most important transportation needs  
 Responsibility: Mayor and Council, City Manager, and Public Works Department  
 Timeframe: On-going  
 Fiscal Note: No direct costs anticipated; 80% of incurred costs reimbursable through the MPO

10. Goal: Maintain the Financial Stability of the City

A. *Objective: Improve the format of financial information decision-making*

Action Item #1: Re-format the budget to a two-year budget that includes more allocations of cost back to the departments to include vehicle maintenance, telephone and radio maintenance and other costs that can be allocated to departments or enterprise funds  
 Responsibility: Financial Services Department, Information Technology Department, City Manager, and Public Works Department  
 Timeframe: July of 2005, first draft of a new budget manual complete. Decisions and allocations to departments prior to June, 2006 for direct cost of service.  
 Fiscal Note: \$45,000 for a new user fee study and cost allocation plan plus \$10,000 for a more professional budget document with summary budget pamphlets.

Action Item #2: Create staff investment committee to monitor investments, maximize interest earnings, review the investment policy, and provide direction regarding long-term investments  
 Responsibility: City Manager and Financial Services Department  
 Timeframe: February 2005  
 Fiscal Note: No direct cost

B. *Objective: Maintain excellent credit rating of AA*

- Action Item #1: Adopt new Financial Policy Statement  
 Responsibility: Financial Services Department and City Council  
 Timeframe: July 2005  
 Fiscal Note: No direct cost
- Action Item #2: Send the rating agencies updates of policies and procedures. Schedule visit with rating agencies every three years. Call them semi-annually to verbally let them know how the City is doing.  
 Responsibility: Financial Services Department  
 Timeframe: November 2005, new policy and plans for the \$20.8 million in GO Bonds. July 2005, new fiscal year budget adopted – email and communicate highlights of the new budget to Moody’s and Standard & Poor’s analysts. On-going communication  
 Fiscal Note: \$10,000 in travel to New York once every three years

C. *Objective: Long-term financial plans for capital spending*

- Action Item #1: Propose new Certificates of Participation and new alternatives for leasing vs. buying equipment annually. Develop a formal vehicle replacement plan.  
 Responsibility: Public Works and Financial Services Departments  
 Timeframe: March 2006  
 Fiscal Note: To be determined
- Action Item #2: Analyze Amendment One options for the City to finance some capital needs  
 Responsibility: Financial Services Department  
 Timeframe: March 2007  
 Fiscal Note: No direct cost
- Action Item #3: Work with Pitt-Greenville Convention and Visitors Authority to develop a reserve policy for identified projects or capital needs  
 Responsibility: Financial Services Director  
 Timeframe: December 2005  
 Fiscal Note: No direct cost

“COPY”

City Manager Bowers informed the Council that staff will report to Council twice a year on the progress. Beginning in July staff will bring back a report on each action item, what progress has been made and any obstacles or problems. This will give City Council a good starting point for next year’s establishment of goals and objectives. Staff’s recommendation tonight is that City Council review the goals, objectives and action items, make any appropriate amendments and adopt these as the goals for the City for the year 2005. Upon adoption, the goals will appear on the City’s website. The items with an estimated cost will be included in the upcoming budget.



The costs are estimates for planning purposes, and any specific action on appropriation will come before Council either as part of the budget or outside the budget process. The adoption of these goals does not approve any funding.

Motion was made by Mayor Pro-Tem Miller and seconded by Council Member Dunn to adopt the 2005 Goals, Objectives and Action Items. Motion carried unanimously.

#### REVIEW OF MARCH 10, 2005 CITY COUNCIL AGENDA

The Council did a cursory review of the items on the March 10, 2005 City Council Meeting agenda and reviewed the appointments to Boards and Commissions.

#### COMMENTS FROM MAYOR AND CITY COUNCIL

The Council Members thanked City staff and City Manager Bowers for the way the goals were presented with timelines and dollar amounts.

Council Member Glover thanked the Chief of Police and the police officers' hard work in the Tobacco Road area on Saturday. The residents are very appreciative of the ongoing things that the Police Department is doing in the area.

Council Member Council stated that the Shaw University Lady Bears won the CIAA Championship in Raleigh, North Carolina. She thanked the community for supporting the United Negro College Fund. Friday, March 11th is the final day of Shaw's five-week drive and she encouraged everyone to do their part to help raise money for scholarships. Council Member Council also thanked the Pitt County Schools for sending busses to Raleigh this past Thursday for CIAA High School Day. Greenville was well represented in Raleigh at the Super Saturday, which included the Battle of the Bands, cheerleading and games.

Council Member Dunn thanked City staff and congratulated the people that were recognized at the Best-Irons Humanitarian Awards Banquet: Mr. and Mrs. Jeff Rogers of Southeastern Tours, Ms. Gorham at Saint Gabriel's Church, Ms. Harris from Rose High School and Jarvis United Methodist Church for their humanitarian efforts and the contributions that they make to the quality of life in the community.

#### CITY MANAGER'S REPORT

##### Follow up on Visit to Washington, D.C.

City Manager Bowers stated that Mayor Parrott, City Attorney Holec, Mayor Pro-Tem Miller and he had an opportunity to meet with both Congressional staffs and the two Senators in Washington last week. The City's Federal Agenda was well received and they were told what was probably fundable and what was not fundable. There is a lot of budget cutting going on in Washington, D.C. and some of the programs that the cities have looked to in the past, particularly the law enforcement programs and the Community Development Block Grant program, are in jeopardy now. City Manager Bowers informed the Council that three Council Members, the City Attorney and he will be going back to Washington, D.C. to lobby for some of

the key municipal programs next week. The reauthorization of the Transportation Bill is in the first step of the process and both members of the House have put in items for the City such as the Intermodal Transportation Center, new busses and funding for the Tenth Street/Stantonsburg Road Connector. This has not gone through the Senate and still has a long way to go, but they are encouraged by where the City stands at this point.

Amending the Fiscal Year 2005-2006 Budget Schedule to Change the Monday, May 9, Budget Meeting to Thursday, May 12 - Approved

City Manager Bowers informed the Council that there was a conflict with the originally scheduled May 9th budget session and requested that the budget presentation be changed from May 9, 2005 to May 12, 2005.

Motion was made by Mayor Pro-Tem Miller and seconded by Council Member Dunn to change the May 9 budget meeting to May 12. Motion carried unanimously.

ADJOURN

Motion was made by Council Member Craft and seconded by Council Member Little to adjourn the meeting at 7:00 p.m. Motion carried unanimously.

Respectfully submitted,

Wanda T. Elks, CMC  
City Clerk